

ORDER



KLAS

Orders
Order / Rev: 37368
Alt Order #: 08869747
Product Desc: issue
Estimate: 1848
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DSCC
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$77,450.00	\$65,832.50
10/01/12	10/01/12	13	\$19,300.00	\$16,405.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$77,450.00	\$65,832.50	0.00
October 2012	13	\$19,300.00	\$16,405.00	0.00
Totals	41	\$96,750.00	\$82,237.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$96,750.00
Market	100%	\$322,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$80,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,125.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$1,200.00		0.00			
E 4	8	10/01/12	10/01/12		CM	9-10a	M-----	:30	1	\$950.00	LV1	0.00	NM	1	\$950.00

Order / Rev: 37368
 Alt Order #: 08869747
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: DSCC
 Product Desc: issue
 Estimate: 1848
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	8	09/25/12	10/01/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWTF--	:30	4	\$2,500.00	LV1	0.00	NM	4	\$10,000.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-TWTF--				2	\$2,500.00		0.00			
Week: 10/01/12		10/01/12	10/07/12	M-----				2	\$2,500.00		0.00			
E 19	8	09/29/12	09/30/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----SS	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
8 NEWS NOW AT 11PM-WKND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----SS				1	\$1,100.00		0.00			
E 20	8	09/25/12	10/01/12	Letterman Letterman	CM	1135p-1237a MTWTF-- (11:35 PM-12:37 XM)	:30	3	\$950.00	LV1	0.00	NM	3	\$2,850.00
LATE SHOW W/LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12		09/25/12	10/01/12	MTWTF--				3	\$950.00		0.00			
N 21	8	09/29/12	09/29/12	ACC Football ACC Football	CM	930a-12n -----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				2	\$2,500.00		0.00			
N 22	8	09/29/12	09/29/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				1	\$1,000.00		0.00			
N 23	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports Whacked Out Sports 2X's	CM	4-5p -----S-	:30	2	\$400.00	LV1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				2	\$400.00		0.00			
N 24	8	09/29/12	09/29/12	Sat 1135p-1235a Priv P Private Practice	CM	1135p-1235a -----S-	:30	1	\$250.00	LV1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				1	\$250.00		0.00			
N 25	8	09/29/12	09/29/12	Sat 1235-135a DaVinci I Da Vinci Inquest	CM	12.35a-1.35a -----S-	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S-				1	\$150.00		0.00			
N 26	8	09/25/12	10/01/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12		09/25/12	10/01/12	MTWTF--				5	\$200.00		0.00			
N 27	8	09/30/12	09/30/12	Game Time/UNLV Game Time/UNLV	CM	1135p-1205a -----S	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-----S				1	\$150.00		0.00			
Totals												41	\$96,750.00	